

GENERAL SERVICES ADMINISTRATION

Federal Supply Service Authorized Federal Supply Schedule Price List

On-line access to contact ordering information, terms and conditions, up-to-date pricing, and the options to create and electronic delivery order are available through GSA *Advantage!* a menu-driven database system. The INTERNET address for GSA *Advantage!*: GSAAAdvantage.gov

Schedule title: Advertising & Integrated Marketing Solutions

FSC Group: 541

Contract Number: GS-23F-0062S

For more information on ordering from Federal Supply Schedules, click on FSS schedules at fss.gsa.gov

Contract Period: January 3, 2006 to January 2, 2011

Company

Fuel Creative, Inc.
15 South 23rd Street
Richmond, VA 23233
804-343-3835
804-343-3830 (fax)
<http://www.fuelcreative.us>

Contract Administrator

Mrs. Pamela Hervey
President
C/o Fuel Creative, Inc.
15 South 23rd Street
Richmond, VA 23223
804-343-3835
804-343-3830 (fax)
pam@fuelcreative.us

Business size: Small Business, Women-Owned

Customer Information page

- 1a. [SIN 541-4B Video Film Production Services & SIN 541-1000 Other Direct Costs](#)
- 1b. See [Attachment 1](#) for pricing of SIN 541-4B & SIN 541-1000
- 1c. See [Attachment 2](#) for descriptions of SIN 541-4B Labor Categories
2. Maximum order: [\\$1,000,000](#)
3. Minimum order: [\\$100](#)
4. Geographic coverage (delivery area): [Domestic](#)
5. Point of production: [Richmond, VA 23223](#)
6. Discount from list prices or statement of net prices: [Prices indicated in Attachments 1 & 2 are NET and discounts are inclusive.](#)
7. Quantity Discounts: [Not Applicable](#)
8. Prompt Payment Terms: [Not Applicable](#)
- 9a. Notification whether Government Purchase Cards are accepted at or below the micro purchase threshold. [Yes](#)
- 9b. Notification whether Government Purchase Cards are accepted or not accepted above the micro-purchase threshold. [No.](#)
10. Foreign Items: [Not Applicable](#)
- 11a. Time of Delivery. [To be negotiated at order](#)
- 11b. Expedited Delivery. [To be negotiated at order](#)
- 11c. Overnight and 2-day delivery: [To be negotiated at order](#)
- 11d. Urgent Requirement: [See contract clause I-FSS-14-B. Agencies can contact the Contract Administrator to obtain faster delivery](#)
12. F.O.B point: [Destination](#)
- 13a. Ordering address: [15 South 23rd Street, Richmond, VA 23223](#)
- 13b. Ordering Procedures: [For supplies and services, the ordering procedures, information on Blanket Purchase Agreements \(BPA\), and a same BPA can be found at the GSA/FSS Schedule homepage \(fss.gsa.gov/schedules\).](#)
14. Payment address: [15 South 23rd Street, Richmond, VA 23223](#)
15. Warranty provision: [Not Applicable](#)
16. Export packing charges: [Not Applicable](#)
17. Terms and conditions of Government Purchase Card acceptance (any thresholds above the micro purchase level): [Not Applicable](#)
18. Terms and conditions of Rental, maintenance and repair: [Not Applicable](#)
19. Terms and conditions of installation: [Not Applicable](#)
20. Terms and conditions of repair parts: [Not Applicable](#)
- 20a. Terms and condition for any other services: [Not Applicable](#)

21. List of services and distribution points: [Not Applicable](#)

22. List of participating dealers: [Not Applicable](#)

23. Preventative maintenance: [Not Applicable](#)

24a. Special attributed such as environmental attributes: [Not Applicable](#)

24b. If applicable, indicated that Section 508 compliance information is available on Electronic and Information Technology (EIT) supplied and service and show where full details can be found: [Not Applicable](#)

25. [DUNS number: 132217956](#)

26. Notification regarding registration in Central Contract Registration (CCR) database: [Registered 1/16/2006](#)

Attachment 1

Fuel Creative, Inc.
15 South 23rd Street
Richmond, VA 23223
804-343-3835
804-343-3830 (Fax)

GS-23F-00625

541-1000
541-48

Fuel Creative, Inc. GSA Pricelist

541-48 Video/Film Production	Description	GSA cost per HOUR
Flame	Real time graphic animation, compositing and finishing with artist	\$ 289.50
Avid	Non-linear editing with editor	\$ 147.36
	2D Graphic animation in After Effects, Combustion software	\$ 147.36
Mac Graphics -- 2D	Graphic Design with Photoshop Software	\$ 122.80
Mac Graphics -- Still	3D Animation in 3D Studio Max software	\$ 147.36
3D Animation	Render time only -- computer working on its own	\$ 73.68
3D render	DVD/CD creation of interactivity via programming and graphic design	\$ 122.80
Interactive Design	Compression of video/film to Quicktime, Windows Media, or MPEG format	\$ 147.36
Web compression	Time taken to duplicate video to any hard copy format (in session, no itemized charge)	\$ 137.53
Duplication	Time taken to replicate DVD/CD to any hard copy format (> 10 DVDs, no charge)	\$ 98.24
DVD/CD Replication		

541-48 Video/Film Production	Day = 10 hours	GSA cost per DAY
Producer	Labor	\$ 638.54
Videographer	Labor	\$ 540.30
Audio grip	Labor	\$ 442.07
Grip	Labor	\$ 294.71

541-48 Video/Film Production	Half Day = 5 hours	GSA cost per HALF DAY
Producer	Labor	\$ 417.51
Videographer	Labor	\$ 378.21
Audio grip	Labor	\$ 343.83
Grip	Labor	\$ 196.47

541-48 Video/Film Production		GSA cost per HOUR
Producer	Labor	\$ 63.85
Videographer	Labor	\$ 54.03
Audio grip	Labor	\$ 44.21
Grip	Labor	\$ 34.38

541-1000 ODC		GSA cost per UNIT
Digi Beta 6		\$ 18.67
Digi Beta 12		\$ 23.58
Digi Beta 22		\$ 28.49
Digi Beta 32		\$ 34.38
Digi Beta 64		\$ 39.29
Digi Beta 94		\$ 73.68
Beta Sp 5		\$ 13.75
Beta SP 10		\$ 13.75
Beta SP 30		\$ 13.75
3/4" 5-10min		\$ 24.56
Mini DV		\$ 114.74
DVCam		\$ 29.47
VHS 0-10		\$ 3.93
VHS 10-30		\$ 5.89
VHS 30+		\$ 8.35
DVD		\$ 9.82
CD		\$ 4.91
Music Library track	First Com Music Library license fee -- CD	\$ 98.24
Music Library track	First Com Music Library License fee -- download	\$ 122.80
Equipment Rental	Camera, Lighting packages, teleprompter, etc.	\$ 687.66

** Rates are inclusive of the Industrial Funding Fee of 0.75%.
These are the maximum rates that can be charged.

Attachment 2

Producer

- Responsible for client relationship from beginning to end of project
- Performs all coordination for pre-production budget planning, conception, design and script writing of project.
- All coordination of production including hiring crew, directing camera shoot, casting talent and finding locations.
- All coordination of post-production including supervising edit, graphic design sessions and client review processes until project is complete.
- **Requirements:** Position requires 10 years proven experience in the industry with short and long form production. Bachelor's Degree required.

Videographer

- In conjunction with producer, responsible for all coordination of production shoot including any equipment rental necessary to complete job.
- Leads crew in performing certain production tasks in order to complete job on time and on budget.
- Helps create vision for project by running the film/video camera during production.
- **Requirements:** Position requires 5 years proven experience in the industry with short and long form production. High School education or equivalent.

Audio Grip

- During production shoot, responsible for all aspects of sound and recording, including running proper cables to camera, putting microphones in place on set or on talent and listening to audio during camera takes to make sure it's standard industry level sound.
- **Requirements:** Position requires 3 years proven experience in the industry with short and long form production. High School education or equivalent.

Grip

- During production shoot, responsible for complete lighting set up and cabling by direction of the Videographer and Producer.
- **Requirements:** Position requires 2 years proven experience in the industry with short and long form production. High School education or equivalent.

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15 South 23rd Street, Richmond, VA 23223
Phone: 804.343.FUEL
Fax: 804.343.3830
<http://www.fuelcreative.us>

Description of Company

Fuel Creative, Inc. is a full service film and video post-production and graphic animation studio. Operated by principals with over 30 years combined editorial and design experience in Richmond and elsewhere, Fuel helps clients find creative solutions to their communications needs.

Classified as a woman-owned small business, Fuel opened its door for business in March 2003. Since then, we have worked on a variety of short-form, long-form and broadcast projects for clients around the United States. Our philosophy is simple. We provide the same high-quality product to our clients as our competition, but we do it in a more cost-effective way. We have the same, if not better, equipment and software as a bigger facility, however by keeping our operating expenses low, our clients save money and can spend more time on their projects.

Fuel Creative, Inc. provides these Standard and High Definition services:

- Non-linear film/video editing
- Flame* design and visual effects
- Graphic Design (still)
- 2D Animation
- 3D animation
- Specialized Video Duplication
- Conception, scripting, producing and contracting of long or short form production
- Offsite production and editing
- Interactive DVD/CD Design
- Web Compression

Our Services can be delivered in these industry standard formats:

- Digital Videotape
- DVD
- Compressed Video
- CD-ROM
- Consumer VHS Tape
- DVCam, Mini DV

Company History/Organizational Structure/Expertise

- **Principal & President: PAM HERVEY**

As a Writer/Producer for a major market television station and in corporate internal communications, Pam has worked on a variety of broadcast, short-format, long-format and print productions from concept to design. A graduate of Penn State University with a degree in Journalism, Pam started her career as a Writer/Producer in the Marketing and Programming department of KDKA-TV in Pittsburgh, a CBS owned and operated television station. There, Pam worked on projects ranging from directing/producing image promotion, news stories, commercials and producing various local programming. In 1998, Pam changed gears and applied her skills in a corporate communications setting as a Media Producer for Circuit City Stores Store Support Center in Richmond, VA. There she served an integral role in communicating business initiatives to the 60,000 Associates at the headquarters and in the field via both visual and print communications. Her responsibilities included many business realities, including balancing budgets, coordinating production schedules and project managing staffs of more than 15 people.

Current Responsibilities: coordinating overall operations of the company, and day-to-day management of client relations and vendor relations. Also responsible for off-site and on-site production management including script writing, directing, producing and supervision of post-production on projects where requested by clients.

- **Principal & Financial Officer: PATRICIA THAGARD**

Trish has over ten years of experience in the banking industry. Beginning her career in 1982, Trish worked from the main office of Virginia's largest bank as a collector for branch loans. This effort helped minimize the dollar amount otherwise written off as a loss to the bank. In 1984, she was promoted to the position of Supervisor for the Auto-Dealer Collection Division where she continued in a loss prevention capacity. In 1986, Trish moved into the Trust business where she assisted in administering Personal Trust Accounts, Pension and profit sharing Plans, and Estate settlements for some of Virginia's wealthiest financiers. Her work ethics were rewarded in 1987 when Trish received a scholarship from Virginia's The Commonwealth Group to help further her education and meet her career goals. Through 1992, Trish continued in the Trust business servicing her client base, transferring funds, receiving and monitoring securities and overseeing weekly portfolio exchanges in excess of \$5 million dollars.

Current Responsibilities: all fiscal concerns for company including, but not limited to, management of loans, leases, client billing and collections.

- **Principal & Special Projects Director: TODD HERVEY**

Todd is currently the Special Projects Director and a Non-linear Editor for Fuel Creative, Inc. Previously the Head of Special Projects for Henninger Richmond, Todd has a well-rounded resume with experience in almost every aspect of video production from shooting to producing, and specializing in editing and 3-D animation. This has earned him several awards including an Emmy award in 1999. After graduating from Westminster College with a degree in telecommunications, Todd started his career as a 3-D animator at a production studio in Ohio in 1994. In 1997, Todd became a Digital Post-Production Editor at KDKA-TV, a major market television station in Pittsburgh, PA. There he worked on everything from high-end commercial production and image promotion and served as Lead Editor on several local programs. In 1998, Todd moved to Richmond and began working as a Non-linear Editor at

Metro Video, where over the course of three years he worked for clients on a range of projects from film, corporate communications and CD-ROMs for national advertising agencies and the military. In 2001, Todd went to work for Henning Richmond, one of the largest post-production facilities in the country. At Henning Richmond Todd edited for clients like the United States Air Force, The Learning Channel, National Geographic, Circuit City, Phillip Morris, Dupont, Hamilton Beach and others. As a civilian, Todd has done extensive work with the military and he has a broad knowledge of the inner-workings of the military. He currently has an inactive Top Secret clearance code.

Current Responsibilities: coordinating sales and marketing outreach efforts for company including, but not limited to, project bids and pitches for new and established clients. Responsible for off-site and on-site production management including script writing, directing, producing and supervision of post-production on projects where requested by clients. Also responsible for day-to-day supervision and performance of non-linear editing suite and overall engineering management of facility.

- **Principal & Creative Director: BOB THAGARD**

Bob is currently the Principal & Creative Director for Fuel Creative, Inc. Bob has an extensive background in animation, digital compositing and special effects. He is a 1981 graduate of James Madison University, with a degree in T.V./Film and graphic design. After stints with Life of Virginia and Crestar Bank, Bob moved from still graphics into animation. First at Richmond's B.E.S. teleproductions and then to Dallas, Texas with Cilantro 601, the design and effects wing of Video Post & Transfer. He has worked on numerous projects including spots for Pepsi, Nissan, Radio Shack and McDonalds along with effects for Barney's Home Videos and Disney's "The Big Green". He has worked with just about every effects box out there including Quantel HENRY, HAL, and Paintbox, DF/X compositum, SOFTIMAGE 3D, Discreet Logic's Flame* along with a host of Mac software. Bob returned to Richmond in late 1995 to work in a smaller studio. Since then he has used the Flame* to do his work. Bob has completed numerous projects for the Virginia Lottery, The Martin Agency, Circuit City, The Discovery Channel, The Learning Channel and others.

Current responsibilities: overall supervision and performance of visual effects/animation/design specifically for all client projects and including internal branding and marketing. Also responsible for day-to-day supervision and performance of Flame suite and overall engineering management of facility.

Current Client Work

Our current clients range from Fortune 500 corporations to advertising and public relations companies. All projects are worked on and supervised by the principals, making customer service the number one priority. Notable projects include:

- Broadcast commercials for Circuit City, CarMax, Comcast
- Concept and design of visual media for the Centennial of Flight ceremonies
- Design, shoot and edit of vendor videos for Carl Zeiss Optical USA
- Advertising pitch campaigns for Siddall Advertising and the Martin Agency
- Corporate videos for Philip Morris USA
- Track shooting and web videos for Nextel NASCAR
- Event presentations for Circuit City, Anthem Blue Cross/ Blue Shield, & other PR companies.

Demo reels available for download at <http://www.fuelcreative.us>



CarMax Auto Superstore



U.S. Army



Centennial of Flight



CBS Sports



Virginia Lottery



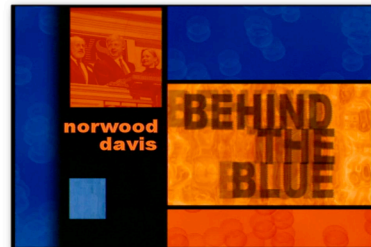
Bon Secours Campaign



Circuit City Stores



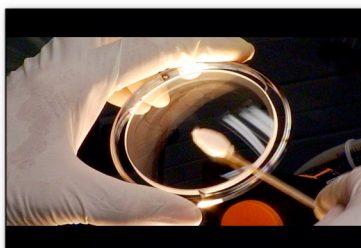
Ntelos Holiday Campaign



Anthem Corporate



AUSA Summit



Zeiss Optical



Nascar "Race To The Finish"



William E. Wood Realtor



Trauma Litigation



YMCA Capital Campaign